

In an embodiment of the invention, information such as the access history may be used to charge for advertising. For example, advertising charges could be based on link traversals from an advertising page to a product page or based on purchases or transactions resulting from a path including an advertisement.

37 CFR§1.121 prescribes the method for making amendments in an application, and states in part:

(b) *Specification other than the claims and listings provided for elsewhere (§§1.96 and 1.825).*

(1) *Amendments by instruction to delete, replace, or add a paragraph.* Amendments to the specification, other than the claims and listings provided for elsewhere (§§1.96 and 1.825), may be made by submitting:

(i) An instruction, which unambiguously identifies the location, to delete one or more paragraphs of the specification, replace a deleted paragraph with one or more replacement paragraphs, or add one or more paragraphs;

(ii) Any replacement or added paragraph(s) in clean form, that is, without markings to indicate the changes that have been made; and

(iii) Another version of any replacement paragraph(s), on one or more pages separate from the amendment, marked up to show all the changes relative to the previous version of the paragraph(s). The changes may be shown by brackets (for deleted matter) or underlining (for added matter), or by any equivalent marking system. A marked up version does not have to be supplied for an added paragraph or a deleted paragraph as it is sufficient to state that a particular paragraph has been added, or deleted.

(2) *Amendment by replacement section.* If the sections of the specification contain section headings as provided in §§1.77(b), 1.154(b), or §1.163(c), amendments to the specification, other than the claims, may be made by submitting:

(i) A reference to the section heading along with an instruction to delete that section of the specification and to replace such deleted section with a replacement section;

(ii) A replacement section in clean form, that is, without markings to indicate the changes that have been made; and

(iii) Another version of the replacement section, on one or more pages separate from the amendment, marked up to show all changes relative to the previous version of the section. The changes may be shown by brackets (for deleted matter) or underlying (for added matter), or by any equivalent marking system.

(3) *Amendment by substitute specification.* The specification, other than the claims, may also be amended by submitting:

(i) An instruction to replace the specification;

- (ii) A substitute specification in compliance with §1.125(b); and
- (iii) Another version of the substitute specification, separate from the substitute specification, marked up to show all changes relative to the previous version of the specification. The changes may be shown by brackets (for deleted matter), or underlining (for added matter), or by any equivalent marking system.

According to these requirements, Applicant respectfully submits that the amendment filed on August 22, 2002 was fully responsive to the outstanding Office Action. Applicant provided: i) an instruction which unambiguously identified the location to add the new paragraph – i.e. Line 21 of Page 7 of the original spec; ii) the added paragraph in clean form without markings; and iii) since the paragraph to be added was a new paragraph a marked up version was not required since it was sufficiently stated that the paragraph in question was newly added.

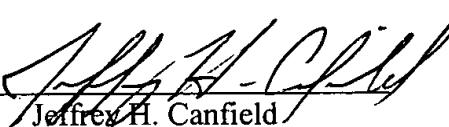
To ensure that the Examiner is fully satisfied with Applicant's disclosure, Applicant resubmits the clean version of the new paragraph with unambiguous instructions on where to insert it in the specification. Applicant also includes a marked up copy of the new paragraph with brackets and underlining to show the changes made. Since the entire paragraph is new, the entire paragraph has been underlined.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version with Markings to Show Changes Made."

Respectfully submitted,

BELL, BOYD & LLOYD LLC

BY


Jeffrey H. Canfield

Reg. No. 38,404

P.O. Box 1135

Chicago, Illinois 60690-1135

Phone: (312) 807-4233

VERSION WITH MARKINGS TO SHOW CHANGES MADE

In the Specification:

In an embodiment of the invention, information such as the access history may be used to charge for advertising. For example, advertising charges could be based on link traversals from an advertising page to a product page or based on purchases or transactions resulting from a path including an advertisement.